

## P R E S S   R E L E A S E

### **FOR IMMEDIATE RELEASE**

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### **TOFURKY AND HUMANE SOCIETY OF UNITED STATES TAG TEAM FOR ANIMALS**

Turtle Island Foods, makers of Tofurky meat alternatives, is the first food manufacturer to become a sponsor of The Humane Society of the United States (The HSUS) . All Tofurky packaging in the United States, starting immediately, will carry The HSUS logo.

“Every time you go to the market, you can make choices that help animals,” said Paul Shapiro, senior director of The HSUS factory farming campaign. “We want our members and supporters to know that the delicious and nutritious food that Tofurky provides is a humane choice that should be on their shopping list.”

Turtle Island Foods has been one of the most-recognizable producers of meat alternatives since its inception in 1980. In addition to the Tofurky Roast and Feast popular at Thanksgiving as an alternative to turkey, the company also has a full line of deli slices, sausages, hot dogs and jerky. Tofurky provides delicious choices for consumers following a vegetarian lifestyle or people just trying to cut down on their consumption of meat as a way to eat healthier or more compassionately.

“Teaming up with the Humane Society is the perfect fit for Tofurky,” according to Seth Tibbott, CEO of Turtle Island Foods, which produces the Tofurky products. “We applaud their commitment to improving the treatment and care of all animals that travel with us on this planet.”

Turtle Island Foods is an independent, family-owned business in Hood River, OR. The Tofurky line is one of the fastest growing brands in the natural foods meat alternative segment. All Tofurky products are made from organic tofu and gourmet, non-genetically modified ingredients. Tofurky products can be found at such stores as Whole Foods, Trader Joes, Wild Oats, Publix, Kroger, Fred Meyers and several Costco warehouses on the west coast in addition to most natural food markets. More information on the brand can be found at [www.tofurky.com](http://www.tofurky.com).

In addition to featuring The HSUS logo on retail products, Tofurky will periodically offer recipes and cooking tips to visitors of [humanesociety.org/recipes](http://humanesociety.org/recipes).

### **Facts**

- Each year, U.S. factory farms raise and kill more than nine billion farm animals. They often endure lives filled with suffering, and they are generally unprotected from even the worst slaughter abuses.
- Factory farms also pollute our [environment](#), and raising animals for food contributes to [global warming](#) at least as much as automobiles, according to the United Nations.
- In 2006, the United Nations issued a report that American livestock operations generate more greenhouse gases than all transportation in the U.S. combined.